

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. :	10/798,340	Docket No.	: 11032/3068
Inventor	: Dwight Allen MERRIMAN	Confirmation No.	: 5600
Filed	: March 12, 2004	Customer No.	: 23838
Examiner	: Ronald LANEAU	Art Unit	: 3714

For : METHOD OF DELIVERY, TARGETING, AND MEASURING
ADVERTISING OVER NETWORKS

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

In response to the Office Action mailed on June 12, 2007, the time for reply having been extended to November 13, 2007, by the petition for extension of time submitted herewith and due to November 12, 2007, falling on the Office's observance of Veterans' Day, Applicants respectfully request reconsideration of the application in light of the following remarks:

Remarks begin on page 2 of this paper.